

***PKM: ENCOURAGING THE ATTRACTIVENESS OF MOROTAI IN THE
MANAGEMENT OF HISTORICAL AND BAHARI TOURISM DESTINATIONS IN
TANJUNG DEHEGILA VILLAGE***

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ABSTRACT

Morotai Island Regency as one of the tourist destinations that has the potential for natural and cultural tourism that has the potential to be developed into an attraction for tourist visits, both domestic and foreign tourists. The charm of Morotai Island is able to divert the eyes of tourists so that more tourists come to Morotai Island and enjoy the beautiful charm of amazing tourist objects, with the charm of natural tourism and strong historical tourism able to make Morotai Island one of the 4 favorite tourist attractions in North Maluku by foreign tourists and domestic tourists. The purpose of this community service is to encourage tourism management of Morotai Islands and encourage policies that must be prepared by the Morotai Regency Government so that they can be used as guidelines for stakeholders in the world of tourism in Morotai Regency to jointly realize tourism recovery and be able to bring tourists to travel to Morotai Island. The development of marine and historical tourism in Morotai Island Regency can be in line with strengthening the identity of Morotai Island Regency as an area that became part of the history of World War II. From the results of this service, recommendations can be given to the Regional Government of Morotai Island Regency to be able to develop and promote marine and historical tourism destinations in Morotai Island Regency as the main tourist attraction.

Keywords : Tourism Destination, management, tourism, nautical, history

1. INTRODUCTION

Tourism in Indonesia is an important economic sector in Indonesia. In 2021, tourism ranks second in terms of occupying foreign exchange receipts after oil and gas commodities and palm oil. From January to October 2022, the number of foreign tourists visiting Indonesia reached 3.92 million visits, an increase of 215.16 percent compared to the number of foreign tourists in the same period in 2021, which was more than 9.4 million or grew by 7.05% compared to the previous year.

North Maluku tourism is supported by the potential of natural conditions and objects of past cultural relics such as cultural and ancient tourism, natural tourism, and marine tourism that can be developed in North Maluku. Nature tourism includes forest tourism, marine tourism in the form of beach tourism and marine park tourism, agricultural tourism, nature reserve tourism, and so on. As for historical tourism, most of them are forts or historical heritage monuments found in all cities and regencies in North Maluku. In North Maluku tourism there are several islands that have interesting tourist objects that have exotic and influential ecotourism potential, one of which is Morotai Island.

Morotai Island Regency as one of the tourist destinations that has the potential for natural and cultural tourism that has the potential to be developed into an attraction for tourist visits, both domestic and foreign tourists. Tourism potential possessed by Morotai Island Regency such as underwater beauty with its wealth of coral reefs, the charm of the wreckage of warships and combat ships that sank during World War II, the silence, remoteness, and peace of the beach, and the exoticism of the beautiful beach.

In addition, Morotai Island Regency also stores many remnants of World War II between Japan and the Allies in the form of shipwrecks, planes, and weapons buried in the sea and also Morotai Island became the largest runway in Indonesia because during World War II America under the leadership of General Douglas Mc Arthur landed an Amphibious plane on Morotai Island as a stopover to attack the Philippines. The relics of the former World War II or (*wreck*) can be seen at sea depths of 10 to 45 meters at certain points. This makes Morotai Island Regency has abundant natural tourism resources from the nautical or marine side.

The tourism sector today has become an important aspect in the economic progress of a country. Tourism is the main choice in the development of the region. The development of tourism has undergone many changes both changes in

patterns, forms and nature of tourist destination travel activities, and others. The development of an area can open up new tourist attractions for tourists, both foreign and local tourists. Tourism potential in Indonesia which is very abundant can lift the country's economy if each object is managed properly by the government and parties around the tourist object so that the number of tourist visits will affect the increase in the country's foreign exchange.

Morotai Island is one of the regencies located in North Maluku Province (Malut) and is one of the largest islands in Malut which has the potential for natural resources that are quite abundant, both in the agricultural, forestry, fisheries and marine sectors, mining and historical tourism potential, especially historical places left over from the second world war. This potential can be used as a mainstay sector that has economic value both in an effort to improve the welfare of Malut in general and the people of Morotai Island in particular. From a geographical aspect, Morotai Island has a strategic position because it is on the lips of the Asia Pacific trade route with the following administrative boundaries: the north is bordered by the Pacific Ocean, the west is bordered by the Sulawesi Sea, the east is bordered by the Halmahera Sea, and the south is bordered by the Morotai Strait. Various preparations have been made by the Government and related stakeholders for tourism development regarding the provision of attractions, amenities and accessibility for tourists on Morotai Island.

Through tourism, the government hopes to drive economic activities, increase tax revenue for the region, open jobs for the community around the destination area, of course, while preserving the environment and culture of the community. A tourist destination becomes interesting, among others, with the uniqueness, distinctiveness and strangeness of activities in it, meaning that it is difficult or rare to find similarities or does not yet exist in other regions or communities. This aspect of uniqueness is often related to historical factors of attraction itself, both in the true and mythological sense. Therefore, in identifying tourist attractions, these aspects need to be considered because they can be a strong attraction for tourists.

The quality of the destination or tourist attraction is one of the determining elements in attracting tourists to come to a location. In general, these qualities consist of interdependent elements, namely the attraction of facilities, infrastructure, transportation and services (hospitality), specifically the quality of the tourist attraction itself, whether it is worth visiting or not. The fact shows that many tourist destinations in the country, including Malut Province, have not fully anticipated these developments, either through the preparation of the development of attractive attractions and diverse tourism infrastructure. On the one hand, the desire of regions, including district governments, to become tourism as the mainstay sector of development seems very large, but on the other hand, concrete and measurable efforts made to achieve this goal are still relatively limited. Management and management of tourist destinations have not been carried out optimally, lack of tourist attractions, accessibility, amenities, limited development of tourist facilities and infrastructure, lack of transportation to reach tourist sites, limited professionalism of human resources (government, private and community) in the field of tourism, and also has not been supported by industry associations that gather tourism actors and coordination between tourism institutions has not run optimally.

Based on the above, it is necessary to have policies that must be taken by the government and related stakeholders to find out the internal and external factors in it so that they can formulate tourism development programs on Morotai Island, especially marine tourism. It is expected that the potential of marine tourism in Morotai Island destinations is developed in a planned manner in the long term in order to support the economy of the Morotai Community and for the advancement of tourism in North Maluku Province.

In this case, tourism management planning is needed. Tourism planning is important because the tourism phenomenon is increasingly complex, tourism is increasingly competitive and the promotion of tourist destinations is increasingly intensively carried out not only in Indonesia but also in other countries, tourism affects everyone in a particular community. All those involved in tourism need to participate in the tourism planning process so that tourism in Indonesia can compete with other countries.



Figure 1. Scope of Morotai Region

Morotai Island Regency, located at the northernmost tip of North Maluku Province, is a new regency resulting from the expansion of North Halmahera Regency based on Law Number 53 of 2008 concerning the Establishment of Morotai Island Regency, North Maluku Province. Astronomically, Morotai Island Regency is located between 2o00'00" to 2o40'00" North Latitude and 128o15'00" to 129o08'00" East Longitude.

The geographical location of the Morotai DPP delineation is the administrative area of the district, namely Morotai Island Regency. The administrative boundaries owned by this district are, as follows:

- North : Pacific Ocean
- West : Halmahera Sea
- East : Halmahera Sea
- South : Morotai Strait

Morotai Island Regency has a land area seluas 2.337,15 km² dan luas wilayah laut sejauh 4 mil seluas 1.970,93 km². Panjang garis pantai 311.217 Km. Jumlah pulau-pulau kecil yang terdapat di Kabupaten Pulau Morotai berjumlah 33 pulau dengan rincian pulau yang berpenghuni berjumlah tujuh (7) pulau dan yang tidak berpenghuni berjumlah 26 pulau. Kabupaten Pulau Morotai terdiri dari enam (6) kecamatan dan 88 kelurahan. Kecamatan di Pulau Morotai meliputi: Kecamatan Morotai Selatan, Kecamatan Morotai Timur, Kecamatan Morotai Selatan Barat, Kecamatan Morotai Utara, Kecamatan Morotai Jaya, dan Kecamatan Pulau Rao.

Tourist attraction is everything that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made results that are the target or purpose of tourist visits. Furthermore, tourist attractions are divided into three categories, namely natural tourist attractions, cultural tourism attractions, and man-made tourist attractions. Natural tourism attraction is a tourist attraction in the form of diversity and uniqueness of the natural environment; cultural tourism attraction is a tourist attraction in the form of human creation, taste, and charsa as cultural creatures; And man-made tourist attractions are special tourist attractions that are artificial creations (*artificially created*) and other human activities outside the realm of natural tourism and cultural tourism.

2. METHOD

As a village whose status is as an area that has natural tourism resources in Morotai Tanjung Dehegila Regency, Dehegila village actually needs touch and support from all parties. So efforts are needed to drive Tanjung *Dehegila tourism management*.



Gambar 1. Survei Kondisi Pariwisata di daerah Morotai

The choice of Tanjung Dehegila Morotai Regency is because it remembers the beautiful sea tourism in the Morotai islands in Tanjung Dehegila, Morotai Regency. The selection of tourism management of Tanjung Dehegila Morotai Regency is expected to produce new tourist destinations, thus creating jobs and growing the economy of the community there.

The target audience that needs to be involved in community service activities can disseminate the results of activities to other target audience members are all youth coral cadets in Tanjung Dehegila village, Morotai Regency. Tanjung Dehegila cadets will be involved to get socialization in community service programs.



Figure 2. Visit to Morotai Tourism office



Figure 3. Morotai Historical Heritage Survey WWII Museum

3. RESULTS AND DISCUSSION

First Stage: Socialization on the need for Tanjung Dehegila Tourism Management as a tourist destination for Tanjung Dehegila village, Morotai Regency

Things that will be conveyed in the socialization activities include:

1. Provide information about the environmental conditions of Tanjung Dehegila, Morotai Regency
2. Provide information about the importance of Tanjung Dehegila tourist destination management
3. Establish a strategy for the Management of Tanjung Dehegila tourist destinations with the hope of providing more economic benefits and stimulating youth and the community to participate in caring for and preserving Tanjung Dehegila, Morotai Regency as a beautiful tourist area.
4. Identify potential tourist destinations of Tanjung Dehegila.

Second Phase: Tanjung Dehegila Management Movement of Morotai Regency

The content and material about the Tanjung Dehegila village management movement of Morotai Regency was carried out in two stages. The first stage is to prepare the location of tourist destinations in Tanjung Dehegila village with places that will be used as tourist destinations both marine tourism and historical tourism in Tanjung Dehegila village.

After the location of Tanjung Dehegila village tourist destinations is prepared, the second stage is to start management activities for Tanjung Dehegila village tourist destinations. It is planned that Tanjung Dehegila village tourism management activities are carried out by cadet coral groups and local communities as partners and supported by students who have potential in the field of environment and tourism. The purpose of involving students, among others, is to assist in the evaluation process and post-activity assistance. In addition, Morotai Pacific University students are also invited to participate in the management of Tanjung Dehegila village tourist destinations.

The result of this service activity is that cadets and the community understand the importance of the Tanjung Dehegila village tourism destination management movement and the importance of managing a productive Tanjung Dehegila village tourist area. With this activity, the environment of Tanjung Dehegila village will have more tourist attractions that can attract more tourists both domestically and abroad and can further strengthen its status as a Marine and Historical Tourism Destination Village in Morotai regency.

This service activity will then be able to provide additional income for the community in the long run. The community can generate additional income from Tanjung Dehegila village tourist destinations, the community will be more enthusiastic in caring for beautiful tourist areas both Marine and Historical in Morotai regency, because the results will be felt later.

This service activity was carried out in Tanjung Dehegila village followed by Karang Youth cadets and the local community with the assistance of University of the Pacific participating students. The service activity began by providing an understanding of the current condition of Tanjung Dehegila village, the importance of utilizing beautiful tourist areas and the importance of managing tourist destinations in Tanjung Dehegila village.

The steps in the Tanjung Dehegila tourism management process are as follows: berikut.

1. Survey the location of Tanjung Dehegila village The location chosen must be near settlements so that it can be treated, and interested in participating in the Tanjung Dehegila village tourism destination management program.
2. The next step is to clean up the garbage around the sea of Tanjung Dehegila which will be used as a tourist destination and collaborate with ticketing parties to attract tourists and open tourism promotion through social media that is quite effective and efficient to attract tourists to visit Morotai district, especially to the beautiful cape village of Dehegila.
3. Starting tourism destination management activities by youth coral cadets by involving the community and village officials.

4. CONCLUSION

People in Tanjung Dehegila village already understand and understand that the movement of cleaning and beautifying the Tanjung Dehegila sea area in Tanjung Dehegila village, Morotai Regency is a very positive and beneficial thing both in the short and long term.

The movement of marine area management in Tanjung Dehegila village began to be carried out massively and did not seem sporadic. Because previously mapping had been carried out on the importance of managing the Tanjung Dehegila marine area in Tanjung Dehegila village which would be used as a Marine and Historical tourist destination.

Marine area management activities in Tanjung Dehegila village are expected to help in, add to the beauty and cleanliness of Tanjung Dehegila Kabupaten Morotai sea area, increase household income and strengthen the status of Tanjung Dehegila village as a concept of Marine and Historical tourism in Morotai Regency.



Figure 4. Water Transportation Facilities and Infrastructure in Morotai Island Regency



Figure 5. Public Road Network in Morotai Island District



Figure 6. Speedboat Pier and Fisherman's Pier in Morotai Island Regency





Figure 6. Pitu Airport in Morotai Island Regency

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